

## ORDER



**Orders**  
**Order / Rev:** 705927  
**Alt Order #:** 06273595  
**Product Desc:** RESTORE OUR FUTURE  
**Estimate:**  
**Flight Dates:** 08/14/12 - 08/20/12  
**Original Date / Rev:** 08/10/12 / 08/13/12  
**Order Type:** Political

## WJXX-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 Do Not Mail  
 XX, XX XX

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Restore Our Future  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 07/30/12   | 08/20/12 | 38      | \$14,440.00  | \$12,274.00 |

## Totals

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| August 2012   | 38        | \$14,440.00        | \$12,274.00        | 0.00        |
| <b>Totals</b> | <b>38</b> | <b>\$14,440.00</b> | <b>\$12,274.00</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn         |              |              | Start Of Order - End Of Order | 100%    |

## Order Share

|         | Share | Total        |
|---------|-------|--------------|
| WJXX-TV | 8%    | \$14,440.00  |
| Market  | 100%  | \$180,500.00 |

## Competitive Share

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| WAWS  | 9%    | \$16,245.00 |
| WCWJ  | 0%    | \$0.00      |
| WJXT  | 29%   | \$52,345.00 |
| WTEV  | 30%   | \$54,150.00 |
| WTLV  | 24%   | \$43,320.00 |

| Ln    | Ch   | Start             | End             | Inventory Code                    | Break | Start/End Time    | Days       | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|-----------------------------------|-------|-------------------|------------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 1   | WJXX | 08/14/12          | 08/17/12        | Good Morning America<br>M-F 7a-9a | CM    | M-F 7a-9a         | - TWTF - - | :30 | 4     | \$125.00    | P-3 | 0.00          | NM   | 4     | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                   |       | <u>Spots/Week</u> |            |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 08/13/12          | 08/19/12        | - TWTF - -                        |       | 4                 |            |     |       | \$125.00    |     | 0.00          |      |       |            |
| E 2   | WJXX | 08/14/12          | 08/17/12        | FCN News at 7p<br>M-F 7-7:30p     | CM    | M-F 7p-7:30p      | - TWTF - - | :30 | 4     | \$275.00    | P-3 | 0.00          | NM   | 4     | \$1,100.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                   |       | <u>Spots/Week</u> |            |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 08/13/12          | 08/19/12        | - TWTF - -                        |       | 4                 |            |     |       | \$275.00    |     | 0.00          |      |       |            |
| E 3   | WJXX | 08/14/12          | 08/17/12        | Extra<br>M-F 7:30-8p              | CM    | M-F 7:30p-8p      | - TWTF - - | :30 | 4     | \$275.00    | P-1 | 0.00          | NM   | 4     | \$1,100.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                   |       | <u>Spots/Week</u> |            |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 08/13/12          | 08/19/12        | - TWTF - -                        |       | 4                 |            |     |       | \$275.00    |     | 0.00          |      |       |            |

